

Notice and Agenda

City of Scottsdale Tourism Development Commission

**8:00 a.m. Tuesday, August 15, 2006
Pinnacle Conference Room
7575 East Main Street, Scottsdale, Arizona**

1. Call to Order

2. Roll Call

Ned Sickie, Chairman

Kate Cavaliere

Margaret Dunn

John Holdsworth, Vice Chairman

Kiaran MacDonald

Sally Shaffer

Gordon Zuckerman

3. Approval of July 18, 2006 Minutes
(Attachment No. 1)

Action Item

4. Code of Ethical Behavior

Information Item

Senior Assistant City Attorney Jay Osborn will give an overview of the City of Scottsdale Code of Ethical Behavior (“Ethics Code”) for information, discussion and facilitation of the Commissioners’ execution of two forms required by the Ethics Code: (1) Personal Interest Disclosure Form and (2) Ethics Acknowledgement and Agreement.

5. Bed Tax Proforma

Information Item

Kathy O’Connor, Tourism Development Manager;

Craig Clifford, Chief Financial Officer; Lee Guillory, Finance Manager

(Attachment 2)



Persons with a disability may request a reasonable accommodation by contacting Kathy Montalvo at 480-312-7989 or kmontalvo@scottsdaleaz.gov. Request(s) should be made 24 hours in advance or as early as possible to allow time to arrange accommodations.

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| 6. | FY2006/07 Matching Event Advertising Funding Applications Review Kathy O'Connor, Tourism Development Manager (Notebook) | Discussion Item |
| 7. | FY2006-07 Funding for Proposed Fiesta Bowl - SCVB Hospitality and Promotional Agreement Brent DeRaad, Executive Vice-President SCVB Kathy O'Connor, Tourism Development Manager (Attachment No. 3) | Action Item |
| 8. | Transportation Master Plan and High Capacity Transit Update Teresa Huish, Principal Transportation Planner | Information Item |
| 9. | Monthly Updates Kathy O'Connor, Tourism Development Manager <ul style="list-style-type: none">• Bed-tax Staff Report (Attachment No.4)• Smith Travel Research Lodging Report (Attachment No.5)• Tourism Projects Status<ul style="list-style-type: none">--SCVB Information Technology--Desert Discovery Center | Information Item |
| 10. | SCVB Monthly Update Brent DeRaad, Scottsdale Convention and Visitor's Bureau (Attachment No. 6) | Information Item |
| 11. | Items from the Floor | |
| 12. | Public Comment | |
| 13. | Adjournment | |

The next meeting is scheduled for Tuesday, September 19, 2006 at the City of Scottsdale, Pinnacle Conference Room.

Citizens may address the members of the Tourism Development Commission during Public Comment. This "Public Comment" time is reserved for citizen comments regarding non-agendized items. However, Arizona State Law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.



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